

Building a Wall of Hope

Our theme this year is “Building a Wall of Hope”. Many of you have helped us to build our wall since our opening in 1998. The fruits of your support are the 2808 unborn babies we’ve saved!

The time is right for us to raise the Wall of Hope to its full height through the Wall of Hope Challenge, which is a simple but powerful plan to create a new Culture of Life in our county.

Last year, there were 1499 abortions in Polk County. Our goal is to fill the “gap” which means providing our free services to 1499 women who believe abortion is their only choice. The cost for us to save one unborn baby is \$1280.

Raising our wall to full height involves reaching and serving more women at risk for abortion. In addition to our present advertising, we believe there is a need for additional advertising ...Please see Mary’s Message on page 2

Every woman deserves to know all of her options before making one of the biggest decisions of her life. Because we do not profit from her decision, we can provide complete objective information based on the truth and facts about her pregnancy and all of her options.

Here’s What Some of Our Patients Have to Say About Our Services....

“I really didn’t know there would be a heartbeat. I can’t believe I can see it and hear it beating. This is amazing!”

“I felt very comfortable, the nurse and advocate genuinely cared about my feelings. Now I have hope for my future with my baby!”

“Everyone was very helpful and friendly. They listened to me and didn’t judge me at all. They took me through a difficult decision and I am so happy I chose to have my baby!”

At Options for Women we believe that women facing unplanned pregnancies need a professional, caring environment with non-judgmental services at no cost. We provide women with all the information they need so they can choose life for their unborn babies. Our patients are counseled about the options of parenting and adoption. They are also fully informed about abortion, and its risks and side effects. The following services are available at no cost to all of our patients:

- Pregnancy Testing
- Ultrasound Exam
- Selected STD Testing
- Pregnancy Options Counseling
- Community Referrals
- Spiritual counseling
- Follow-up Program (12 months)



Mary's Message

A note from our Executive Director



(Continued from page 1) targeting at risk women in the African American and Hispanic Communities. We will need bi-lingual staff and volunteers to serve them. Our present college outreach effort seriously needs a dedicated staff person.

The simple fact is we need people like you to help us to continue to make a difference in our community. There are women in turmoil today, wrestling with life and death decisions. We need to open our arms and hearts to give them a true choice, by counseling, presenting alternatives to abortion, and supporting them through pregnancy and beyond.

Together, Building a Wall of Hope,

Mary C. Rutherford

JOIN OUR TEAM, VOLUNTEER!

We are looking for volunteer nurses, lay counselors and receptionists. You can make a difference in the lives of women who are at risk for abortion. Call us now, you'll be glad you did!

Come by and visit us sometime!

We would love to show you around, answer your questions and give you an inside look at what we do. After all, this is your ministry, you are helping us change and save lives every day.

We can also bring the tour to you and speak to your group or organization. To schedule, call Emily at 863-738-1906!

Options for Women Staff



Medical Director
Dr. Jeffrey Puretz, MD

Nurse Managers

Carole Noble, RN and Kathy Campagnone, RN

Sonographers

Mary Drewry, RN, BSN, RDMS
Kathleen Sabatino, RN, BSN
Anna Wehle, RT



Advancement Team

Emily Massarella
Becky T. Murphy

Debbie Phelan-Director of Patient Resources
Nicole Wood- Center Operations
Jane Moskal - Financials
Carol Etensohn - Receptionist
Barbara Venable - Receptionist



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Al Marshall - Vice President
Don Schluender-Treasurer
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Carmen Stambone III

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In the spirit of openness and transparency, the Board of Options for Women Pregnancy Help Clinic presents our annual financial report for calendar year 2013. We offer our generous donors, who make our mission possible, a serious look at our revenue streams in the following pie charts.

Our revenue in round numbers was \$362,000, including a one-time bequest. Our largest source of income was individuals, providing 60%. Individuals gave over \$20,000 towards the Baby Bottle Campaign in churches and schools. We are especially grateful to the growing number of Life Choice Society members.

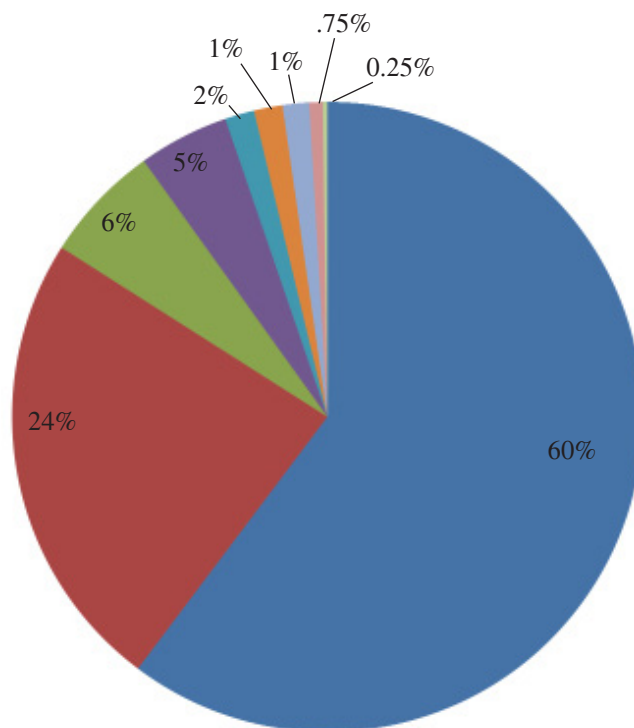
Our expenses in round numbers were \$310,000. We increased our advertising program and staff time to reach more "at risk" women, which is our mission. Being a "people ministry" our staff wages, salaries and payroll taxes are always our largest expense. However, through the effective work of many dedicated volunteers, our staff cost can be kept low. We have reduced expenses by renegotiating our mortgage and reducing our fundraising expense. Various initiatives will provide multi-year returns, adding to our financial stability.

We saved 242 babies during 2013 at a cost of \$1,280 per child.

Don Schluender, Treasurer

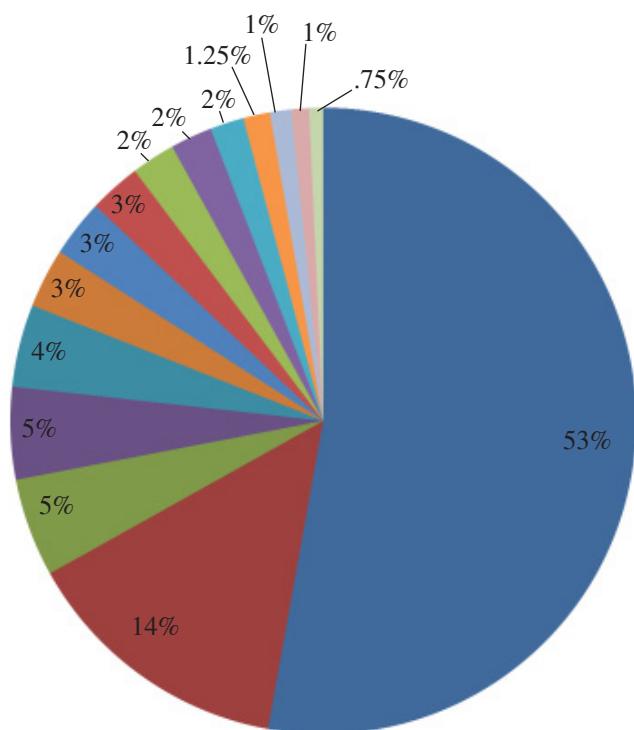
2013 REVENUES - \$361,768

- Individuals - \$218,000
- Foundations - \$86,000
- Businesses - \$21,960
- In Kind - \$16,803
- Organizations - \$5,453
- Grant - \$5,300
- Churches - \$4,888
- Choose Life Plates - \$2,500
- Other Income - \$864



2013 EXPENSES - \$310,025

- Wages & Salaries - \$163,788
- Advertising - \$43,621
- Medical Clinic Expense - \$15,753
- Mortgage Principal & Interest - \$14,773
- Taxes - Payroll - \$13,205
- Annual Dinner Expense - \$9,491
- Advancement Department - \$9,212
- Insurance - \$8,292
- Office Expense - \$7,032
- Telephone/Cell Phone - \$6,695
- Legal & Accounting - \$5,420
- Repairs & Maintenance - \$4,263
- Utilities - \$3,385
- Patient Resources - \$2,838
- Credit Card Processing - \$2,257



History of Options for Women Pregnancy Help Clinic

Since 1998 we have saved 2,808 babies!



120 W. Hickory Street
October 1998- October 2010



4435 Florida National Drive
November 2010 - Present



January 22, 1973
Roe vs. Wade passes, the unborn are considered non-human, paving the way for legalized abortion.

Fall of 1997
Preg-Aid closes

2002 we hired an
Executive Director,
Mary Rutherford

2006 implemented
a service model to
maximize effective-
ness in serving abor-
tion minded women

1979 Pat Buckler
opens Preg-Aid,
the first pregnancy
resource center in
Lakeland.

October 1998
Pregnancy Help Cen-
ter of Lakeland opens

May 2004 convert
to medical clinic
offering ultrasound

November 2010,
change name to Op-
tions for Women and
move to new office to
reach more women.

DID YOU KNOW???

- Under the leadership of Don Schluender, the Knights of Columbus and other generous individuals donated funds for our new ultrasound machine with doppler to hear the heartbeat.
- We are offering a sexual integrity program to help clients evaluate unhealthy past life decisions and to encourage sexual wholeness in all areas of their life: physical, emotional, social, intellectual and spiritual.
- We will be offering an abortion recovery program called "Surrendering the Secret" soon.
- We are pursuing a counseling/mentoring program for fathers.
- 88% of the women at risk for abortion we saw chose to have their babies after their appointment.
- 242 babies were saved from abortion last year.
- 56% of our patients received the Gospel presentation.
- 40% of our patients are between the ages of 20-24.
- 58% of our patients are Caucasian, 23% are African American and 13% are Hispanic.
- 48% of our patients highest grade completed is 12th grade.



Sonographers, Carole Noble, Kathy Campagnone, Anna Wehle and Kathleen Sabashtino love our new ultrasound machine with doppler.

Connect with us:



IT'S NOT TOO LATE TO REGISTER....

*16th Annual Vision for Life Fundraiser
"Building a Wall of Hope"*

Friday, September 19th, 2014
First Presbyterian Church
175 Lake Hollingsworth Drive

*Dinner Buffet begins at 6:00 PM
Program begins at 7:00 PM*

Featuring special guest speaker, Kirk Walden. Author of The Wall, a former pregnancy help center director and founder of LifeTrends, a company serving more than 1100 life-affirming ministries in the United States and throughout the world.

He is also a humorist, writer, and even a one-time professional golfer. Kirk comes to us from Nashville, Tenn., and we look forward to his unique perspective on the future of our ministry.

Register at www.optionsforwomeninfo.com or call (863) 738-1906



Do you shop on Amazon.com? Now you can support OFW by simply shopping at AmazonSmile instead. Go to <http://smile.amazon.com>. .5% of eligible purchases will be donated to the charity of your choice. Select Options for Women and start shopping for life!!

WILL YOU HELP BUILD A WALL OF HOPE?

Life Choice Society

Help provide a stable base of operating revenue with a five year pledge. A monthly, quarterly or annual pledge will strengthen our foundation for expanding the reach of our services, and help us save more lives!

One Time Gift

Every donation, whether \$10 or \$10,000, helps women get all the information they need so they can choose life for their unborn baby.

Sponsor Opportunities

Our annual fundraiser in the Fall and our 5K Run in the Spring are made possible by the support of our generous sponsors. Sponsor levels begin at \$300. All sponsorships include advertising opportunities.

In-Kind Gifts

Both material goods and services donated in-kind help keep our expenses down.

Endowment Campaign

By naming Options for Women in your will or trust, either a specific amount or a percentage of your estate, you build a solid future for our ministry. Estate gifts, over time, create a major funding base. Through a will or trust, your final gift can be a lasting one!

An estate gift can be designated any way you want. Some may want to leave an amount and give the center a final, major gift. Others may choose to designate their gift in such a way that only interest accrued on the gift is used.

You can give online through Electronic Funds Transfer or credit card at www.optionsforwomeninfo.com or call Emily at 863-738-1906 for assistance.

THANK YOU TO ALL OF OUR LIFE CHOICE SOCIETY MEMBERS

Their 5 year pledges help build a stronger foundation for our services.

Mr. and Mrs. Carlos Alvarez
Deacon and Mrs. Don Andrew
Dr. Anita Arnold and Dr. Matthew Mick
Mr. and Mrs. Kenneth Bell
Ms. Louise Black
Mr. and Mrs. Robert Bodolay
Mr. and Mrs. Chuck Chritton
Ms. Fran Clark
Dr. and Mrs. Matthew Cory
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Dr. and Mrs. Francis Drake
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Mr. Al Marshall
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The Campisi Foundation
Rev. Ivan Olmo
Mr. and Mrs. Richard Palma
Mr. and Mrs. JJ Phelan
Dr. Jeffrey Purtez
Mr. and Mrs. Eldon Phipps
Mr. and Mrs. Scott Reed

Mr. and Mrs. Ronald Reycraft
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Mr. and Mrs. Tommy Wood

2013 "Vision for Life" Sponsors

Dr. Anita Arnold and Dr. Matthew Mick
Associate Reformed Presbyterian Church
Badcock Furniture
Classic Controls
Church of the Resurrection
Community Southern Bank
David Ramos, CPA
Dr. and Mrs. Francis Drake
Mr. and Mrs. Denis Grant
Lakeland Periodontics
McGee Auto Service and Tires
Mulling Insurance
Regal Lakeland
St. Joseph Catholic Church
The Etensohn Agency
The Flower Cart
Watson Clinic, LLC
Wells Global Investment Advisors
Women's Care Florida Lakeland OB-GYN

2014 "5K Run for Life" Sponsors

Anthony's Health Hut
Dr. Anita Arnold and Dr. Matthew Mick
Beef O'Brady's
Classic Controls
Community Southern Bank
David Ramos, CPA
Dentistry for Children - Dr. Bopp & Dr. Tarver
Dr. and Mrs. Francis Drake
Foot and Ankle Associates - Dr. Werd and Dr. Fazekas
Healthy Habits
J Burn's Pizza
John and Kim's Produce
Little Hands Ranch - Julie Bullock
Mulling Insurance
Play It Again Sports
Powerscreen of Florida
Regal Lakeland
Road ID
Dr. and Mrs. Richard Rutherford
Smoothie King
St. Joseph Catholic Church
The Sports Section
Tri-Britton
Vickers Chiropractic
Watson Clinic, LLP
Women's Care Florida Lakeland OB-GYN

SAVE THE DATE

2nd Annual

Run **5K** Walk
For Life

Friday, April 17, 2015
6:00 - 8:00 PM
Lake Hollingsworth

Sponsorships Available!
Call Emily Massarella at 863-738-1906

Our amazing
volunteers donate over
1000 hours each year to
help save lives!

Susan Lynn Congers,
Gabby Dukes, Jean Engelsen
Giavanna Geraci, Judy Knowles,
Pat Phipps, Janet Provost, Nancy
Roth, Melba Stricker, Jen Varela,
Barbara Venable, Tammy Vore
and Kat Zalman